

INTRO TO TYPOGRAPHY (PART I)

1. Typeface versus Font: Think of it this way: you have the Smith family, the father has a normal build, the mother lean, the daughter outgoing, and the son shy. The Smith family represents a typeface “family” like Times New Roman, but the family members are different fonts. The father could be Times New Roman Regular, the mother could be Times Thin, the daughter Times Bold, and the son Times Italic. They are all in the same family, but they have their own unique characteristics that make them stand out from one another.

Helvetica Light

Helvetica Italic

Helvetica Regular

Helvetica Bold

2. Serif versus Sans Serif: No two typefaces are exactly the same, but there are two major categories for describing typefaces, serif and sans serif. An example of a serif typeface is Times New Roman because of the small lines (or serifs) that decorate the top and bottom of each letter in the typeface. An example of a sans serif (meaning without serifs) is Helvetica or Arial. These typefaces do not have serifs and tend to have a more modern feel than serifs. Sans serifs are typically easier to read on the web and serifs for print, but there are of course many exceptions.

3. Typefaces to Avoid: Beyond serifs and sans serifs there are other typeface categories like script, decorative, slab serif, mono, hand, and black letter. There are fewer typefaces created in these categories and some categories have limited uses.

Script should be avoided in all instances except for formal invitations or decorative purposes.

Hand (i.e. handwriting) should also be avoided in all instances besides for informal design projects like a poster for a picnic.

Decorative typefaces like “RoseWood” should be used in no instance except for a western themed party. Decorative typefaces in many instances are very difficult to read and take away from the professionalism of your design.

Serif

Baskerville Regular

Sans Serif

Helvetica Regular

Slab Serif

Bree Serif Semibold

Script

Alana Regular

**DECORATIVE
ROSEWOOD**

**Black Letter
Cabazon**

Mono

OCR A STD

Hand

Marydale Regular

INTRO TO TYPOGRAPHY (PART 2)

1. Font Size: Better known as picking the point size (ex: 12pt). Each typeface is a different size, Helvetica regular 12pt is bigger than Times New Roman 12pt because that is the way the typefaces were made. Paragraphs of text (i.e. body copy) should never be bigger than 12pt and for most typefaces 11pt or 10pt are completely acceptable.

Helvetica 12pt

Times New Roman 12pt

If you are ever in doubt, print the document. You don't want type to be too big and look childish, but it should also not be too small where you cannot read it. Headlines can vary in size and do not have industry standards like body copy.

2. Tracking and Leading: Tracking is the space between each letter in a word. Leading is the space between two lines. These tools can only be used in Adobe software (like InDesign). They allow you to space out text more precisely instead of just 1.5 spacing or double spacing. Increased leading and tracking can make all the difference sometimes when designing text. Designers rarely keep the default spacing between two lines.

Helvetica 12pt
Helvetica 12pt

Helvetica 12pt
Times New Roman 12pt

Helvetica 12pt
Times New Roman 12pt

3. Orphans and Widows: Follow the example below. An orphan (in blue) is a word or few words in its own row that end a paragraph, thus creating too much white space between paragraphs. A widow (in green) is a paragraph-opening line or closing that appears by itself at the bottom or top of a page or column, thus separated from the rest of the text.

This word is unfortunately a
orphan.

is separated from the rest of the
sentence in the next column.

This is an widow because it

3. Indents and Bullets: Never indent and bullet. Choose one or none. Indenting a bullet is like wearing a belt and suspenders, its redundant. A bullet calls the readers attention and so does an indent, so like the example its unnecessary.

This is a very important list
This is a very important list
This is the due date
This is the project manager

This is a very important list
This is a very important list
• This is the due date
• This is the project manager